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PRICE LIST OF
PAUL F. ROCHELLE'S
VEGETABLE PLANTS



Early and Late Cold Frame, Transplanted, Potted and Field
Grown Cabbage, Celery, Lettuce, Tomato, Cauliflower,
Pepper, Sweet Potato, Beet and Egg Plants

IMPROVED PAPER POTS AND DIRT BANDS

Early Plants

EARLY CABBAGE PLANTS—600,000 Early Jersey Wakefield, Charleston Wakefield, Henderson's Early Summer, Copenhagen Market, All Head Early, Enkhuizen Glory. All plants are large, stocky and well hardened. \$3.50 per 1,000.

EARLY AND LATE TOMATO PLANTS—600,000 Earliana, Matchless, Chalks, Early Jewel, Success, Stone, John Baer (Ready May 15th to July 1st). \$3.00 per 1,000; 5,000, \$14.00.

SWEET POTATO PLANTS—All Varieties (Ready May 15th). \$3.50 per 1,000; 5,000, \$13.00.

Transplanted Plants

All plants are large, well hardened plants, ready for the field. Uniform plants of great vitality. No weaklings or misses, but every plant a good one. "Business Plants" for the man who plants for profit.

CABBAGE PLANTS—Ready April 1st to June 1st, at \$7.00 per 1,000. Early Jersey Wakefield, Copenhagen Market.

CELERY PLANTS—Ready April 1st to June 1st, at \$7.00 per 1,000. Golden Self Bleaching and Easy Bleaching.

TOMATO PLANTS—Ready May 1st to June 15th, at \$7.00 per 1,000. Improved Earliana, John Baer, Bonny Best, Jewel, New Dwarf Stone, Success, Ponderosa, Matchless.

HEAD LETTUCE—Ready March 1st to May 1st, at \$7.00 per 1,000. Iceberg and Big Boston.

SWEET PEPPERS—Ready May 1st to June 20th, at \$10.00 per 1,000. Ruby Giant.

EARLY CAULIFLOWER—Ready March 15th to June 1st, at \$10.00 per 1,000. Early Snowball.

EGG PLANTS—Ready May 1st to July 1st. Black Beauty and New York Improved. \$12.50 per 1,000.

ASTER PLANTS—All colors. \$8.00 per 1,000; \$1.00 per 100.

Potted Plants

Shipped in Paper Pots to you.

POTTED TOMATOES—Langdon's Earliana, Burpee's Earliana, Bonny Best, Chalk's Early Jewel, Matchless, Ponderosa, John Baer, and Stone. \$2.75 per 100. \$25.00 per 1,000. Ready May 1st to July 1st.

POTTED EGG PLANTS—Black Beauty and New York Improved Spineless. \$3.00 per 100. \$25.00 per 1,000.

I get 50 peach baskets of ripe tomatoes from 100 potted plants.

Potted tomato plants will ripen their crop three weeks earlier than Transplanted plants.

The man who has early ripe tomatoes gets the money for them.

Field Grown Plants

CABBAGE PLANTS—Ready May 20th to September 1st. 3,000,000 extra stocky Cabbage Plants sown thin in rows, twelve inches apart. Dug with fork (not pulled up), so every plant has mass of roots. Packed in damp moss and shipped carefully.

Can be shipped safely to Texas, Georgia, Florida, Alabama, Mississippi, and Canada, and all nearer States. (See Testimonials.)

All Head Early, Succession, Copenhagen Market, Henderson's Early Summer, Early Jersey Wakefield, Enkhuizen Glory, Flat Dutch, Surehead, and Savoy. \$1.75 per 1,000; 500, \$1.00.

RE-ROOTED CABBAGE PLANTS—(All varieties as above)—\$2.00 per 1,000. These will live better when set out and start growing quicker.

My "Special Strain Danish Ballhead," \$2.00 per 1,000. Re-Rooted \$2.25 per 1,000. (See account of test at end of circular.) 26 tons per acre.

CELERY PLANTS—Ready July 1st to September 1st. 2,000,000 hardy and extra fine plants, raised by heavy fertilization, in rows 14 inches apart, thinned by hand and kept entirely free of weeds. No Plants shipped except good, strong plants.

GOLDEN SELF BLEACHING—(French Grown Seed)—\$3.00 per 1,000. Re-rooted, \$3.75 per 1,000. White Plume, Winter Queen, Giant Pascal and Golden Heart, \$2.50 per 1,000.

RE-ROOTED CELERY PLANTS—(Mass of fine roots)—These will start growing at once and produce larger crop of celery. All varieties. \$3.00 per 1,000.

RE-ROOTED CAULIFLOWER PLANTS—Ready June 1st to September 1st. Henderson's Early Snowball. \$4.50 per 1,000.

IMPORTANT NOTICE.

I ship either by Parcel Post or by Express.

CASH FOR PLANTS must accompany order.

Potted plants shipped by Express, as we can not pack them for Parcel Post shipment.

I will be glad to quote special prices for large quantities of any plants.

Re-Rooted Plants

I set from 15,000 to 50,000 each of celery, tomato, cabbage, lettuce and pepper plants each year.

I set no other plants but potted and Re-rooted ones, and though I set through the driest and hottest weather, I seldom lose any plants.

After I plow down a good clover or other sod in the Spring, harrow the ground several times until it is time to set the plants, drill in from 1,500 to 2,000 pounds of high grade fertilizer per acre, and harrow four or five times until the entire seed bed is as mellow as it can be made, I can not afford to set any but the best plants, so that I may have a full stand.

After setting the plants I cultivate six or eight times, hoe two or three times and spray if necessary, and the expense is

too great to use any but the best plants.

I have harvested 26 tons of cabbage per acre and sold \$233.80 worth of tomatoes from 1,000 plants. I have sold \$645 worth of celery from three-fourths of an acre.

Use These Methods to Get Largest Crops

1. Use a good strong soil.
 2. Plow down a good heavy sod, or use plenty of well-rotted manure.
 3. Use plenty of high-grade fertilizer to feed the crop.
 4. Prepare the seed bed perfectly by plowing well and harrowing until very fine.
 5. Use plants from a good strain of seed.
 6. Use re-rooted plants to get a perfect stand of strong plants.
 7. Hoe and cultivate to keep the soil in fine condition. Use all these means and harvest a big crop.
- Always set good, strong Potted or Re-rooted Plants to make the biggest profits.

Special Danish Seed Tests

In order to test different strains of Danish Ballhead Cabbage Seed, seed was purchased from seven of the largest seed houses, sown the same day, and three rows of plants from each lot were set across the middle of a three-acre field of Danish Cabbage. In order to make sure that each lot had the same chance the fertilizer was drilled in the whole field with a grain drill and the whole field harrowed four times afterward. The plants were set the same day and all cultivated alike. The seven lots had the same chance in every way, and if there was any difference in the yield, it would have come from the difference in the strain of seed. In the fall we cut the cabbage from each plot separately, drove to the town scales with each load and had it weighed with the following results:

On the load from the plot marked

No. 1, Heads averaged 5.88 lbs. ea. (14 tons 495 lbs. per acre)	
No. 2, " " 5.40 " (13 tons 440 "	
No. 3, " " 5.48 " (13 tons 521 "	
No. 4, " " 5.38 " (13 tons 39 "	
No. 5, " " 6.46 " (15 tons 1,246 "	
No. 6, " " 5.00 " (12 tons 200 "	
No. 7, " " 4.44 " (10 tons 1,486 "	

The cabbage on Nos. 2, 3, and 4 was much alike and the heads averaged about the same on each load. Though the seed was purchased from different seed houses, it looked as if it might have come from the same seed grower in Denmark.

No. 1 was different and much better. No. 6 was decidedly poorer. No. 7 was very poor cabbage, but No. 5 looked as if it was a full crop and the largest and best Danish Cabbage that we had seen grown.

If No. 5 was good seed and gave a full crop of good cabbage, then No. 1 seed with the same cultivation gave only 91 per cent. of a crop. Nos. 2, 3, and 4 only 84 per cent. of a crop; No. 6 only 77 per cent. of a crop and No. 7 only 68 per cent. of a crop.

In the cabbage districts of Central and Western New York the seed that is marked No. 6 is sold nearly altogether.

In 1908, 1909 and 1910 the No. 5 seed was used for our own field of Danish Cabbage and a number of other strains were tested with it, but I have not found any yet to produce as many tons per acre. In 1910 the yield was 17 tons per acre. In 1911 the yield was again 17 tons per acre. In 1912 the yield was 26 tons per acre. In 1913, 22 tons.

THE YEAR AFTER this trial of strains of Danish Ballhead Cabbag Seed, as quoted in this circular, the Pennsylvania State College Agricultural Experiment Station began extensive trials of strains of cabbage seed. In their trials of strains of Early Jersey Wakefield cabbage the total weights of cabbages from 50 PLANTS of each strain in 1909 ran as follows: 69 lbs., 69, 40, 81, 79, 69, 22, 76, 66, 72, 70, 81. It will be seen that a man must know from whom he buys his plants or seeds. If he buys from the firm whose strains produce 40, 22, or 46 lbs. per 50 plants his labor and expense for the season is lost.

Three out of thirteen seed firms sold strains of seed that were worse than useless and some plant growers buy this cheap seed.

All my Danish plants for sale are raised from this Special No. 5 seed. I have built up my large plant business by not only furnishing good plants, but growing plants from good strains of seed.

It takes several years to test the different strains and pick out the good ones. It costs money to make these tests and it costs more money to buy the best strains of seed. A little higher price must be asked for the plants, but they are worth it.

Best Seed Used

If you buy plants grown from good seed you are sure to get a crop.

This year most reliable seeds are very high in price and I have purchased all the seed to grow our plants from the very best seed growers.

If you buy plants at a cheap price generally they are grown from cheap seed. After all your work on a crop does it pay to try to save a few dollars on plants and get poor crops?

Letters From Customers

Geneva, N. Y., June 18, 1919.

Mr. Paul F. Rochelle,
Morristown, N. J.

Dear Sir:—Received your favor, also received the 120,000 Cabbage plants. Arrived in fine shape and plants very satisfactory.

Enclosed please find check for \$25.00 to balance account. Think we have procured enough plants to fix us out this season.

Hope another year that we may be able to deal again. I am,

Yours truly,

T. W. RICE

Rocky Mount, N. C., July 29, '18.

Mr. Paul F. Rochelle,
Morristown, N. J.

Dear Sir:—Celery Plants arrived in fine shape by parcel post. Please send me 500 Re-rooted Giant Pascal plants by Parcel Post and send bill for same.

Yours truly,

C. E. CLARK.

Grafton, W. Va., May 14, 1919.

Paul F. Rochelle,
Morristown, N. J.

Dear Sir:—Find enclosed \$2.50 for which please send me 1,000 Sweet Potato plants. If that isn't enough money let me know and I will send the rest to you. I have no price list this year.

I purchased 1,000 last year; had splendid success with them. I would like them for the last week in May.

Respectfully,

LORA R. FORD.

Bay Shore, N. Y., May 7, 1919.

Mr. Paul F. Rochelle,
Morristown, N. J.

Dear Sir:—Enclosed order for Cabbage and Tomato plants. Will you kindly ship these as soon as possible by express or parcel post?

Your plants gave us satisfaction last year and we trust they will be as pleasing this season. We may need considerable before the season is over, although we grow quite a few ourselves.

Very truly yours,

LONG ISLAND GARDEN CO.

Robesonia, Pa., May 12, 1919.

Paul F. Rochelle,
Morristown, N. J.

Dear Sir:—Enclosed find check for \$3.00 for which send us by parcel post 1,000 Sweet Potato plants as follows: 500 Big-Stem Jersey and 500 Red Jersey.

The Cabbage plants we received on Saturday were O. K.

Yours,

ADAM G. KREITZ & SON.

Robesonia, Pa., R. D. No. 1.

Mount Carmel, Pa., May 20, '19.

Paul F. Rochelle,
Morristown, N. J.

Dear Sir:—Perfectly satisfied with the treatment given me in 1918, I am again ready for some of your excellent plants. You may ship me at once 100 John Baer potted Tomato plants, \$2.25; 50 potted Egg Plants, 25 each, B. B. and N. Y. I., \$1.25; 50 Sweet Peppers, 50 cents. \$4.00.

Later on I shall want Cauliflower, Celery and Cabbage.

Thanking you for promptness and quality in the past, I hope for continuation of the same.

Very truly yours,

S. T. PHILLIPS.

Bristol, Virginia, May 10, 1917.

Paul F. Rochelle,

Dear Sir:—When will your Danish Ballhead Cabbage Plants be ready? Will want 10,000. Will also want 10,000 Celery Plants as soon as ready. Give me best price on 1,000 Potted Tomato Plants. Enclosed find check for \$2.75 for 500 transplanted pepper plants.

The celery plants ordered from you last year were fine. Hope to give you some more business this year.

Yours,
ED. FAIDLEY'S GARDENS.

Paul F. Rochelle,

Morristown, N. J.

Dear Sir:—Enclosed find check of (\$1.00) one dollar for which please send me (50) fifty potted tomato plants by express. I prefer the Earliana but if you are out of stock of this variety, please substitute some other equally as good. I saw your adv. in the N. E. Homestead.

Before we came to this State I bought a thousand cabbage plants of you and they were such nice plants and came in such a fine condition that we decided to buy our tomato plants of you this year.

Yours,
GEO. GILMORE,
Bradford, Vermont.

R. F. D. 2.

166th St. & Cromwell Ave., Bronx, New York City.
May 19th, 1919.

Mr. Paul F. Rochelle,

Morristown, N. J.

Dear Sir:—As per your advertisement in Judd's Agricultural Magazine, herewith I enclose money order for Four (\$4.) dollars, for two thousand (2,000) tomato plants at \$2 per 1,000, (Stone).

I purchased some cabbage plants from you recently and was well pleased with them.

Trusting you will be able to supply me with these plants, I am,

Yours very truly,
V. SCHWEPPENHAUSER.

Kindly send plants as soon as possible, and oblige. V. S.

Hot Springs, Va., Homestead-Garden, June 7, '19.

Mr. Paul F. Rochelle,

Dear Sir:—Please ship to me here at once if possible the following: 2,000 Cabbage plants, Danish Ballhead, \$3.00, and 1,000 Cauliflower Plants, \$4.50—\$7.50. Please send plants like I got last year. Check enclosed for same.

Yours truly,
GEORGE G. MILNE,
Box 262, Hot Springs, Va.
Homestead-Garden.

Waterford, Penna., June 28, 1919.

Paul F. Rochelle,

Morristown, N. J.

Dear Sir:—Please find enclosed money order for thirty-nine and one-half dollars (\$39.50). \$7.50 is the balance on the other order. For the remaining \$32.00 send me 16,000 plants of the same kind as before. They were in good condition, and thanking you for your promptness, I remain,

Yours respectfully,
LYLE C. SHERWOOD.

Please send immediately.

THE OXFORD FLORAL COMPANY

F. W. BARTLE, Prop.

Oxford, New York.

Paul F. Rochelle, Morristown, N. J.

Enclosed find check to balance account.

Wish we had not been so rushed and might have got this to you sooner.

Am glad to report that some of your cabbage plants grew up and sold at \$33.00 per ton, and if they had held might have done more.

Another year we hope we may do more trading together to our mutual profit.

Will say we have very much appreciated your prompt service and the good quality of plants sent. They show care and proper growing. They indicate that they were grown and not let to come on as best as they could. We begin to see what a "grower" is. Anyone can let stuff grow if it will, but it takes

a "grower" to turn out plants that are well developed and uniform in size and quality.

With best wishes, we remain,

Respectfully yours,

OXFORD FLORAL CO.

F. W. Bartle, Prop.

St. Albans, Me., June 8th.

Paul F. Rochelle,

Sir:—Please find enclosed \$1.00 for 500 of your Cabbage plants of the Sure Heading varieties, same as you have sent me for two years back, as I have had good plants of you in the past shall order these. Trusting they will be as satisfactory.

Yours truly,

MRS. M. P. WOODMAN or MRS. GEO. WOODMAN,
St. Albans, Maine.

Leeser, Pa., July 11, 1919.

Paul F. Rochelle,

Morristown, N. J.

Dear Sir:—Enclosed find check for \$1.75 for which please ship me by parcel post 500 re-rooted celery plants, Giant Pascal, as per your ad. in American Agriculturist, I am,

Very respectfully yours,

J. HOWARD FAY.

Note: We were very well pleased with our late order of cabbage plants. You may look for our order for more next year.

West Nyack, N. Y., July 28th, 1919.

Mr. Paul F. Rochelle,

Morristown, N. J.

Dear Sir:—Celery all right and was very much pleased with them. Would like to ship us at once by special delivery 250 Cauliflower Plants. Ship by C. O. D.

I would like to send you the money but I do not know how much the plants will cost. I remain,

Yours respectfully,

JOHN M. GREGOS.

Sunshine Stock Farm, Beech Creek, Pa., Clinton Co.,
August 2, 1919.

Mr. Paul F. Rochelle,

Dear Sir:—Inclosed find check for \$3.00 for which please send me at once (rush) 1,000 Giant Pascal Celery Plants by Parcel Post; second choice, Winter Queen.

And oblige,

GLENN W. McCLOSKEY.

P. S.—Other plants were fine. Please send as large plants as possible.

Washingtonville, N. Y., July 31st.

Mr. Paul F. Rochelle,

Morristown, N. J.

Dear Sir:—Please ship me by express at once 1,000 Danish Ballhead Cabbage. Enclosed find check for same. Order of July 22 arrived last night. Plants were fine.

Yours truly,

H. B. BOARD.

Pittsburgh, Pa., July 19, 1919.

Mr. Paul F. Rochelle,

Morristown, N. J.

Dear Sir:—Shipment of 500 Celery Plants reached us yesterday in good condition, this no doubt having been on account of your excellent packing.

We give below order which we wish you would fill and ship promptly by express upon receipt of today's advice and as these lots apply to several different orders we trust you will be able to pack them in even units so we may sub-divide without any trouble. Kindly send us your strongest, best rooted plants and upon receipt of your invoice remittance will go forward promptly.

On the items below you will note White Plume, Magnificent and Perfection Winter. We do not see these on your list and wish you would send us the nearest variety to them as substitute.

Respectfully yours,

BECKERT'S SEED STORE.

O. M. Beckert.

4,025 Celery Plants, Strong Rooted, Winter Queen; 1,850 Celery Plants, Strong Rooted, Giant Pascal; 2,075 Celery Plants, Strong Rooted, Golden Self Blanching; 1,600 Celery Plants, Strong Rooted, White Plume; 100 Celery Plants, Strong Rooted, Magnificent; 100 Celery Plants, Strong Rooted, Perfection Winter.

Mr. Paul F. Rochelle,

Dear Sir:—Please ship me 1,000 re-rooted Celery plants, 500 Winter Queen, 500 Golden Self Blanching. Enclosed find check for \$3.00.

The Sweet Potato plants were fine. If the Celery is as good no one could ask for better.

Yours truly,
C. H. PARDEE, New Milford, Conn.

Clymer, Pa., R. D. 2, July 7, '19.

Paul F. Rochelle,

Morristown, N. J.

Sir:—Enclosed find \$1.00 paper for which send me by Parcel Post 500 of your best late cabbage plants for winter keeping. The plants I got of you were O. K.

Yours truly,
W. F. RUSSELL, Clymer, Pa., R. D. 2.

July 16th, 1919

Mr. Paul F. Rochelle,

Am sending one dollar. Please send me as many Easy Bleaching Celery plants as that will buy after the postage is taken out. If you have not the Easy Bleaching, send Golden Self Bleaching. The plants I bought from you last year were the nicest we ever had.

Respectfully yours,
MRS. S. B. SWARTZ,
New Bloomfield, Perry Co., Pa.

P. S.—Would like re-rooted celery plants.

July 2, '19.

Paul F. Rochelle,

Morristown, N. J.

Dear Sir:—Kindly send me at once 250 Danish Ballhead Cabbage, 50 cents; 300 Golden Heart Celery, \$1.00. If you haven't Ballhead please send some variety of late cabbage.

The tomatoes and cauliflowers I got of you are splendid.

MRS. T. W. WEIDERMANN,
Box 75, Columbia, N. J.

June 17, 1919.

Dear Sir:—Enclosed please find check for \$17.50 in payment for 5,000 "Succession" and 5,000 "Enkhuizen Glory" cabbage plants. I want the re-rooted plants. Please ship at once.

I was very well suited with the plants I had from you last year.

Yours very truly,
GEO. H. GILL, JR.,
R. F. D. No. 1, Whitehall Rd., Albany, N. Y.

Harmony, Me., June 23rd, 1919.

Paul F. Rochelle,

Morristown, N. J.

Dear Sir:—I here enclose \$1.00 for which please send me five hundred cabbage plants, re-rooted, if you have them Sure Head, and send by express to

MR. GEORGE F. KEDDY,
Harmony, Maine.

I had good luck with my plants last year, so want some more. Send them as soon as possible.

G. F. K.
Sussex, N. J., June 10, 1918.

Mr. Paul F. Rochelle,

Dear Sir:—The Plants that you mailed me to replace the ones that were spoiled arrived in fine condition and are very satisfactory. I wish to thank you for the prompt and courteous way the matter was attended to.

I am,

Very truly yours,
J. B. LEPORT.

April 29, 1918.

Mr. Paul F. Rochelle,

Morristown, N. J.

Dear Mr. Rochelle:—You will perhaps remember that you sent the writer last season 100 potted tomato plants. They certainly were the best that could be obtained, and for an amateur,

I think I got very good results. I want to start a war garden again this year, so I am enclosing you a check for \$3.38 which will pay, I think, for 150 of these same plants in paper pots. If it is not too much trouble, probably at your leisure, you can give me some points in the best manner in which these plants can be braced up when they start to spread. Last season we got tomatoes late into the fall, some were wrapped up and used late in the winter.

Thanking you in advance, I am

Yours very truly,
ORANGE JUDD COMPANY.
Walter A. Miller, Advertising Department.

Stanley, N. Y., June 24, 1919.

Mr. Paul F. Rochelle,

Morristown, N. J.

Dear Sir:—I enclose you check for \$75 as payment of the balance due on the last 100,000 cabbage plants. The 15,000 you shipped me Saturday arrived last night in the best shape of any you have yet shipped. Let 15 or 25,000 come along every day until the order is filled. Please advise if you have any more Danish. I believe cabbage will be high this fall and am going to increase my acreage if I can get the plants. It is pretty dry and hot here, no rain to amount to anything for some time.

Yours very truly,
CHARLES BUCHAN.

Mr. Paul F. Rochelle,

Morristown, N. J.

Dear Sir:—Enclosed find Adams Express Co.'s receipt showing the plants arrived in a very bad condition. As it is too late for me to use any plants this season, kindly collect and refund my money, for just now I can use all I can get hold of. Will give you another order next season, for I am satisfied you are giving me a square deal, and that is all I ask of anyone.

Trusting you will give this your immediate attention, I remain,

Yours very truly,
A. R. HUNTER,
Box No. 585, Berwyn, Pa.

EMPIRE STATE PICKLING COMPANY

Phelps, New York, June 21.

Paul F. Rochelle, Morristown, N. J.

Dear Sir:—We note that you have about 10,000 All Head Early and 100,000 Succession, possibly a few more. We wired you as follows: "Save hundred thousand Succession, ten thousand All Head Early for us. Sending check today." This we now confirm. We are therefore enclosing our check for same and you can ship the 10,000 All Head Early any time, but we would like to have you ship about 30,000 Succession tomorrow if you receive this letter in time. If not, ship them Friday morning. Do not ship any Saturday, and ship 30,000 Monday and 40,000 Tuesday of next week. If you do not get these all off on the above dates, you can ship the balance on Wednesday.

Have you any cabbage plants for sale in addition to the ones we ordered? If you have please name us quantity and state when same can be shipped. The plants that have arrived came through in good condition and are A No. 1. We want to thank you very kindly for sending us such nice plants. Immediately after these were seen by some of our growers they ordered practically the whole number of 100,000.

Yours very truly,
EMPIRE STATE PICKLING CO.
Per B. E. Babcock, Sec'y.

Non-Warranty

While I endeavor to have all plants true to name, carefully packed and promptly shipped, I give no warranty, expressed or implied, as to description, quality, productiveness or any other matter, of any of the plants I send out, and will not in any way be responsible for the crop.

All orders accepted subject to plants being sold.

Every order received will be accepted upon these conditions only, and they must be accepted by the customers when ordering.

PAUL F. ROCHELLE

PHONE 482-J

MORRISTOWN, NEW JERSEY

WESTERN UNION TELEGRAPH